

IN THE SPECIFICATION

Please amend the paragraph at page 10, lines 3-18, as follows:

In Fig. 1, the transmission device T is capable of transmitting prescribed application data (which will also be referred to as broadcast service data hereafter) according to the Bluetooth specification. The reception device R is capable of receiving the application data from the transmission device T according to the Bluetooth specification. In this case, each reception device R can make a connection and communications with the transmission device ~~Y~~ T according to the Bluetooth specification as long as the total number of the reception devices R1, R2, that make connections with the transmission device T by the Bluetooth (which will be collectively referred to as reception devices R hereafter) does not exceed a limitation according to the Bluetooth specification (which is seven due to the limitation of the active member address region in the Bluetooth Version 1.0).